

Program Overview:

Seminar Objectives

- Provide an accurate, useful and understandable framework within which service providers can learn how to integrate cultural factors into assessing and serving diverse populations
- Enable service providers to more effectively engage clients so fewer clients are described as being “resistive to services”
- Reduce drop-out rates for clients who leave treatment or other services because of perceived or real cultural blunders
- Remove tense feelings during cross-cultural interactions
- Address cultural competency standards identified in the mission statements or organizational philosophy of helping professionals

What others have said about this training:

“ I attended and heartily recommend Virgil Gooding’s Cultural Competency Training. I have lived human rights advocacy all my life. How interesting to realize that I learned a lot more about myself, my reactions, and my world during my training.”
Jan Alderton, Fair Housing Specialist, Cedar Rapids Civil Rights Commission

“ Virgil A. Gooding, Sr. and the Keys to Awareness staff have provided cultural competency, sensitivity and awareness training for both seasoned and new employees of ASAC for a number of years. We have always found that the training provided has been of exceptional quality. We have used Mr. Gooding’s cultural competency trainings to enhance our staff’s ability to work more effectively in cross cultural situations. Staff members who have attended his trainings regularly indicate that they feel more comfortable when they are working cross culturally.” *Dedric Doolin*, Deputy Director, ASAC

“Virgil A. Gooding, Sr., and the Keys to Awareness & Associates staff have been training for AgriWellness since 2004. He and his staff have consistently provided exceptional insight and information that have significantly strengthened our programs and the ability of our staff to provide culturally competent services in an increasingly multicultural state. ArgiWellness will use Keys to Awareness & Associates as future training needs arise and would highly recommend them to other organizations, businesses and agencies.”
Michael A. Rosmann, Ph.D., Executive Director, AgriWellness, Inc.

Beyond Cultural Sensitivity to Cultural Competency®

Schedule

- 8:30 - 9:00 am - Registration
- 9:00 - 10:30 am - Overview and Definitions relevant to Cultural Competency
- 10:30 - 10:45 am - Morning Break
- 10:45 am - 12:00 noon - Foundations of Cultural Competency
- 12:00 noon - 1:00 pm - Lunch (on your own)
- 1:00 - 2:30 pm - Cultural Competency and Cultural Sensitivity
- 2:30 - 2:45 pm - Afternoon Break
- 2:45 - 4:15 pm - Knowledge, Skills and Attitudes of Cultural Competency
- 4:15 - 4:30 pm - Questions and Evaluations

Dates and Locations:

- Thursday, June 5, 2008 - Cedar Rapids, Iowa
Horizons Family Service Alliance
819 - 5th St. SE, Cedar Rapids, IA
- Friday, June 20, 2008 - West Des Moines, Iowa
West Des Moines Schools Learning Resource Ctr.
3550 Mills Civic Parkway, West Des Moines, IA
- Monday, June 23, 2008 - Davenport, Iowa
La Quinta Inn
3330 E Kimberly Rd., Davenport, IA

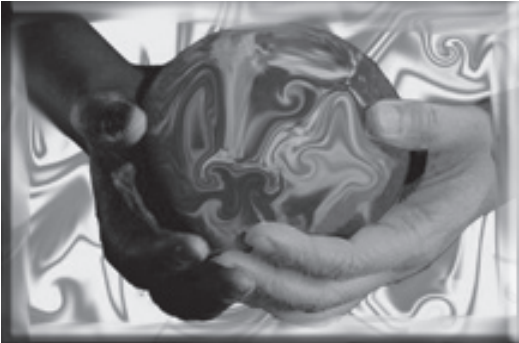
About Our Presenter:
Virgil A. Gooding, Sr., MA, MSW, LISW

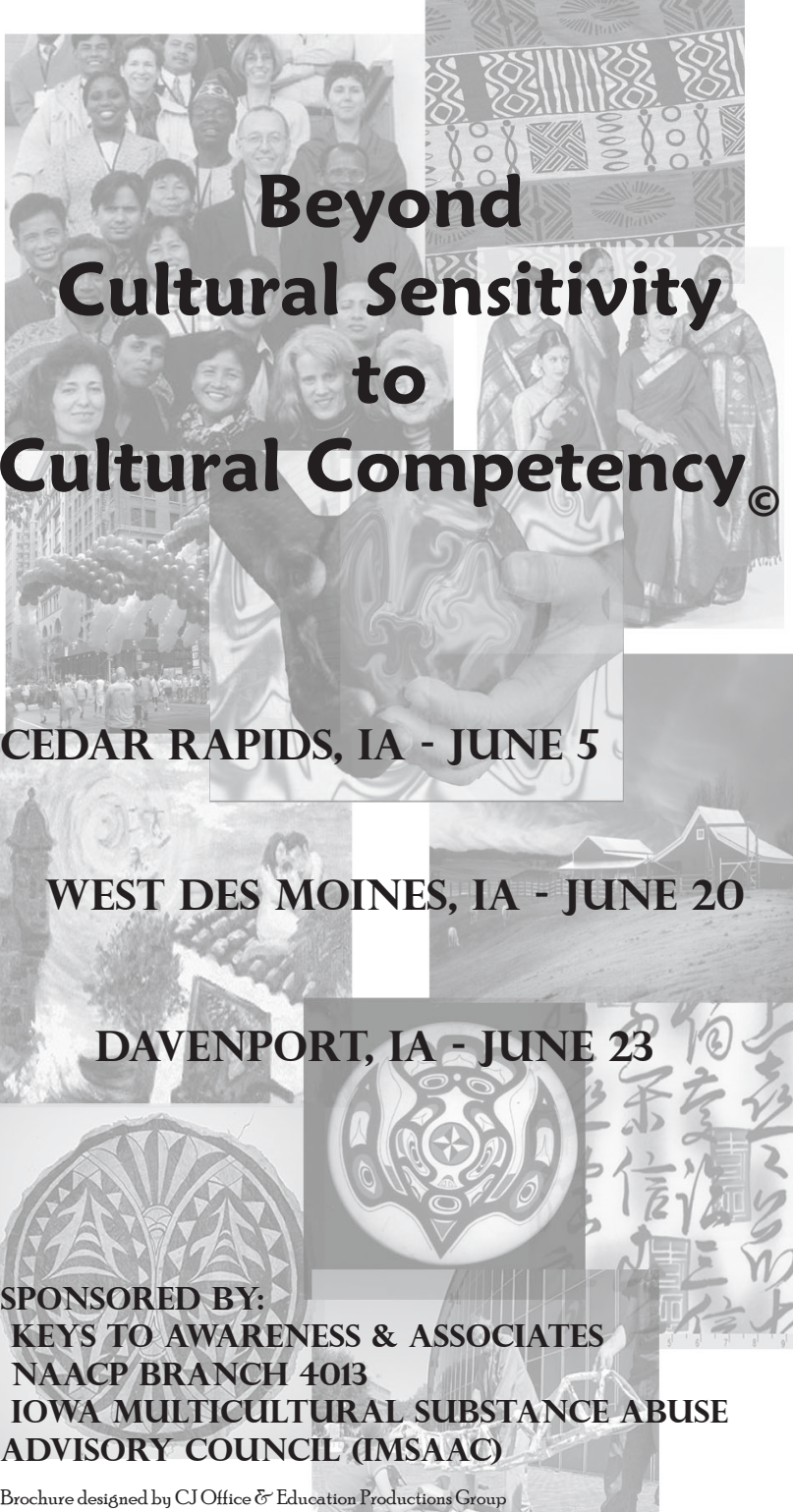


Mr. Gooding is a writer, researcher, therapist, trainer and public speaker. He trained crisis counselors who assisted families and individuals who relocated to Iowa after Hurricanes Katrina, Rita and Wilma to provide culturally competent services.

Mr. Gooding has presented and published locally, regionally and nationally on topics that include: Delivering Ethical and Culturally Competent Services, Realizing Human Potential, Creating an Atmosphere for Behavioral Change, Use of Family Therapy in Community Based Corrections, Girls and Gangs: A Conversation With Survivors, Managing Multi-Generational Anger in African American Males and Crisis Counseling Basics.

Mr. Gooding received his undergraduate and graduate degrees from the University of Iowa. He holds a Master of Arts with a concentration in African American, Afro-Caribbean and African history, literature, sociology and psychology. Mr. Gooding also holds a Master of Social Work and is a Licensed Independent Social Worker (LISW). He retired from providing counseling in Community Based Corrections after 25 years and then became the Clinical Director of Foundation 2, Inc., located in Cedar Rapids, Iowa. He is now in private practice in Cedar Rapids.





Beyond Cultural Sensitivity to Cultural Competency®

CEDAR RAPIDS, IA - JUNE 5

WEST DES MOINES, IA - JUNE 20

DAVENPORT, IA - JUNE 23

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Beyond Cultural Sensitivity to Cultural Competency®

Please circle a date and location: CEDAR RAPIDS - June 5 WEST DES MOINES - June 20 DAVENPORT - June 23

Register Today! by phone: (319) 365-2106 (credit card only or for more information) Mail this form with payment to: Keys to Awareness PO Box 5343 Cedar Rapids, IA 52406	Registration Fee: <table><tr><td>1-2 Registrants**</td><td>Early* \$115</td><td>Regular \$125</td></tr><tr><td>3 or more**</td><td>\$105</td><td>\$115</td></tr></table> <small>*Registrations received 14 days prior to seminar date. **Price per person when registering at the same time from the same organization. Brochures and registration forms may be duplicated for distribution to interested parties.</small>	1-2 Registrants**	Early* \$115	Regular \$125	3 or more**	\$105	\$115	<table><tr><td>NAME (as it will appear on certificate)</td></tr><tr><td>FACILITY/COMPANY</td></tr><tr><td>ADDRESS</td></tr><tr><td>CITY</td><td>STATE</td><td>ZIP</td></tr><tr><td>PHONE</td><td colspan="2">FAX (for confirmation)</td></tr><tr><td colspan="3">EMAIL (for confirmation)</td></tr></table>	NAME (as it will appear on certificate)	FACILITY/COMPANY	ADDRESS	CITY	STATE	ZIP	PHONE	FAX (for confirmation)		EMAIL (for confirmation)		
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Rationale: Beyond Cultural Sensitivity to Cultural Competency®

Cultural Competence is about adapting services to meet the needs of consumers from diverse cultures. Cultural Competence is an approach to delivering services grounded in the assumption that services are more effective when they are provided within the most relevant and meaningful cultural context for the people being served. In most cases, the term Cultural Competence refers to sets of guiding principles, developed to increase the ability of the service providers, agencies or systems to meet the needs of diverse communities, including racial and ethnic minorities. The term "competence," in this context, means that the responsibility to tailor services to different cultural groups belongs to the system, not to the consumer. Every provider or administrator involved in delivering services from mental health authorities down to clinical supervisors and practitioners of other helping professions bears responsibility for trying to make their programs accessible, appropriate, appealing and effective for the diverse communities that they serve. This seminar will address cultural competency when delivering services to diverse individuals and families.

Who should attend:

This seminar is intended for anyone who works with or supervises people who work with individuals and families. This includes service providers of all types including: attorneys, case managers, child and family advocates, counselors, domestic violence staff, educators, marriage and family therapists, mental health counselors, nurses, physicians, social workers, spiritual leaders, substance abuse professionals.

CEUS:
Substance Abuse, Social Work, Mental Health Counseling and Psychology CEU's are pending.